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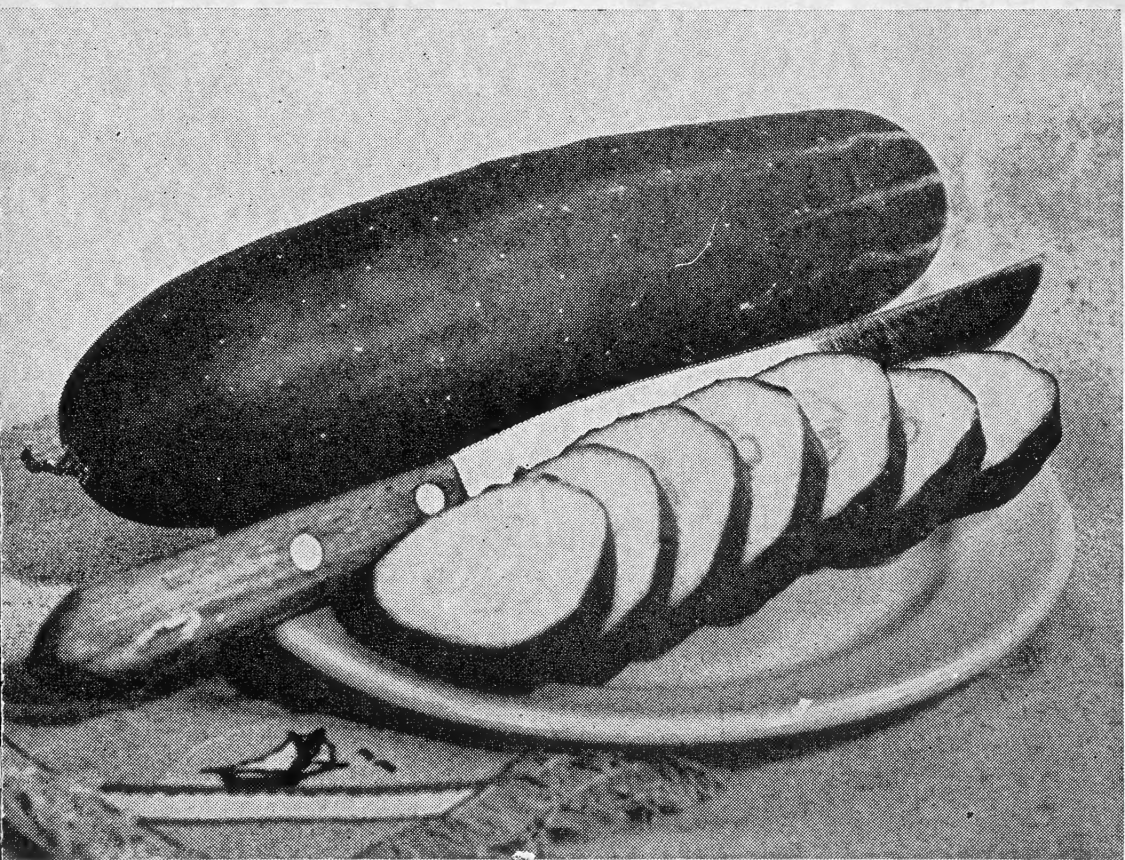
NEW JAN 31 1951 ★

★ **Hybrid Cucumber** U. S. Department of Agriculture

★ **Hybrid Watermelon**

★ **Hybrid Tomatoes**

SEEDS



ALL-AMERICA WINNER

A.A.S. Bronze Medal for 1951

Early Surecrop HYBRID CUCUMBER

— *Bred and Grown By* —

Peto - Hollar Co.

(Successors to R. H. JAMES)

Breeders and Wholesale Growers

ROCKY FORD



COLORADO

HYBRID VEGETABLE BREEDING

It Is Only In the Last 20-25 Years . . .

that much actual breeding of improved varieties has been done. Prior to that time most of the advancements in yield, appearance and quality had been brought about by mass selection.

By Application of New Knowledge . . .

and new breeding techniques we, as seedsmen, are duplicating the amazing results first obtained in hybrid corn production.

It Is Only Since World War II . . .

that hybrid vegetables have been grown by the home gardener and more recently by the market grower and shipper, who is rapidly accepting Hybrids for their vigor, disease resistance, insect resistance, earliness, uniformity, shipping quality and greater yield.

An Experimental Station Survey . . .

of Hybrid Tomato yields in the U. S., showed Hybrids to have a 19% to 52% greater yield than standard varieties, with an average for all states of 32% increase.

During the Past Three Years . . .

our firm has produced over 100 experimental hybrids in tomatoes alone, and in cooperation with experimental stations, have tested them in 200 locations.

We Offer In This Catalog . . .

six leading Hybrids which have proved themselves superior in trials as well as customer and market grower production.

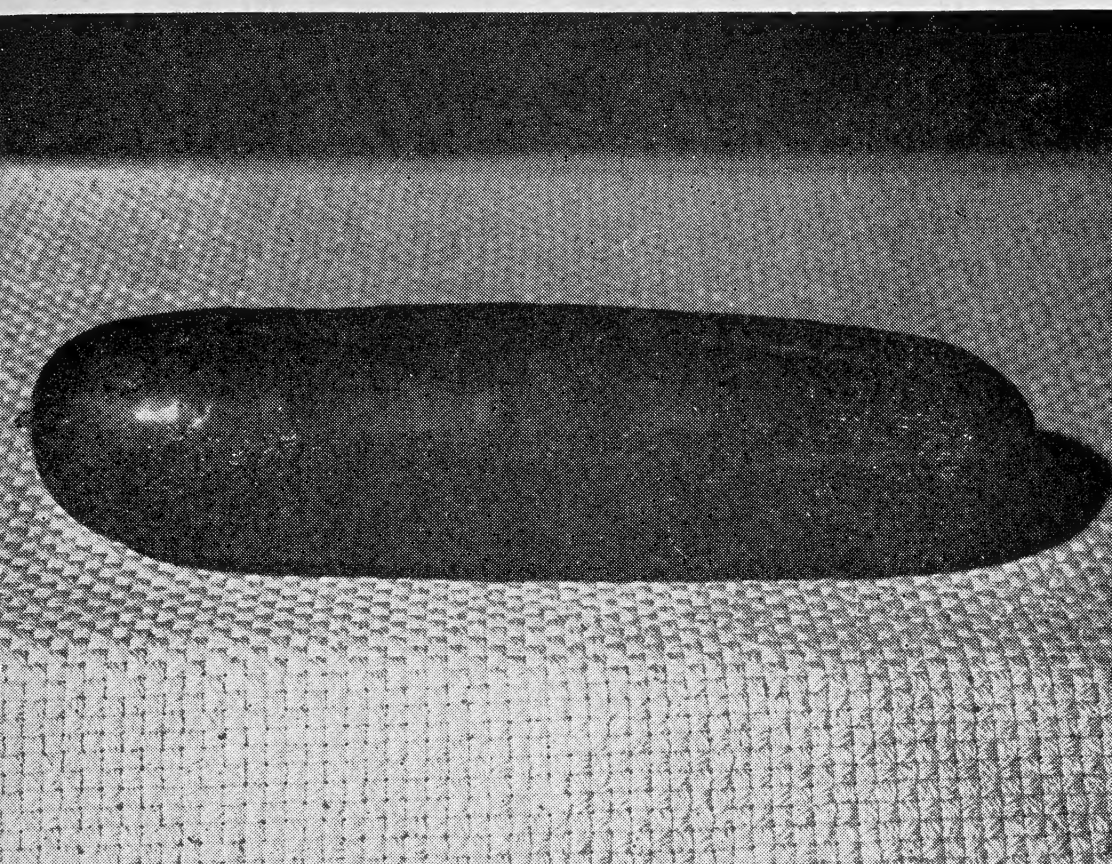
We Are Confident from Experience . . .

of our customers that these Hybrids will make you new friends and new customers.

Early Surecrop Hybrid Cucumber

58 DAYS

Disease Resistant Slicing Type



ALL-AMERICA WINNER
A.A.S. Bronze Medal for 1951

Widely tested and widely adapted, this amazing new Hybrid will be a fine addition to your catalog.

Fruits slender, blunt ends, 8 to 9 inches long, 2½ inches in diameter, holds its dark green color well after picking. Flesh is crisp, white and unusually delicious. Small seed cavity.

Vines outstandingly vigorous, with large protective leaves. Its resistance to Mosaic and Downy Mildew keeps the vines alive and productive long after most varieties have wilted. Suitable for market grower, greenhouse, as well as home garden use. May be used for both pickling and slicing by the home gardener.

Lithographed color packets (Stecher-Traung 3292) available with your name imprinted. Color and black and white photographs available.

Early Delicious Hybrid Tomato

EXTRA EARLY —55 DAYS

Heavy Early Yielder



This is our earliest Hybrid. A true first-generation Hybrid; earlier, larger and greater in yield than the standard early varieties.

THIS HYBRID WON FIRST PLACE IN YIELD IN COMPETITION WITH 72 HYBRID AND STANDARD VARIETIES IN ONE EASTERN COLLEGE TRIAL, AND WAS AWARDED A NO. 1 RATING.

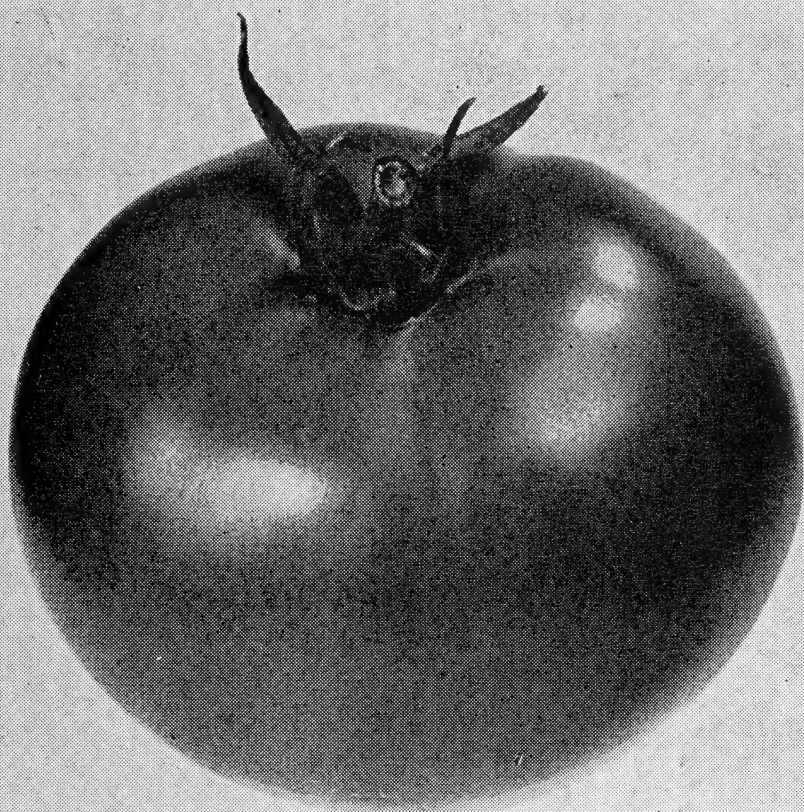
Widely adapted. Strong vigorous vine, medium coverage, indeterminate. Fruit medium large, intermediate globe, color deep dark red, very smooth and free from cracking, uniform in shape and size, thick fleshed and good mild flavor.

Especially adapted to areas where earliness and high early yield as well as high total yield are required. Suitable for market grower and home garden use. Good for staking or trellising.

Early Prolific Hybrid Tomato

EARLY — 60 DAYS

A Larger Fruited Early



This Hybrid is in the same class as Earliana for earliness, but has larger fruit, more vigorous vine and much greater yield in a Cooperative State College Trial. (No. 1 general rating and second place in total yield in this trial). Fruits average 1 ounce larger than our Early Delicious Hybrid.

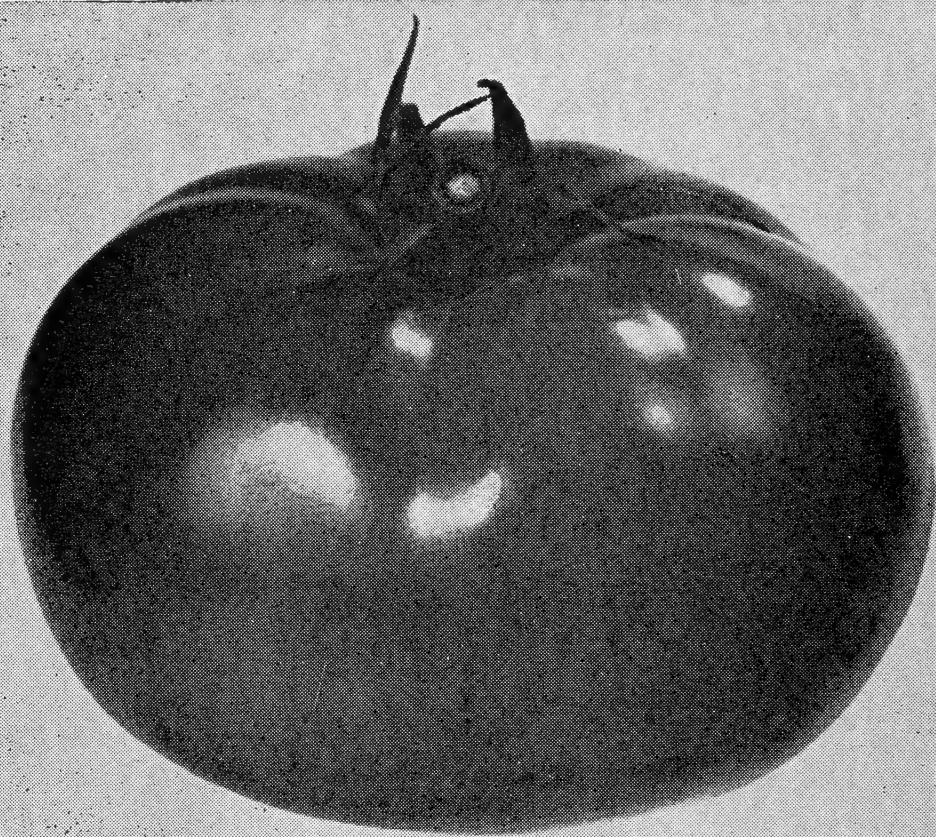
Medium vine coverage, indeterminate, strong Hybrid vigor. Fruit is excellent dark red, firm fleshed, good flavor, globe shape, smooth and uniform.

Good for the home gardener, or market grower. Suitable for staking and trellising. Well adapted to Eastern and Northern U. S.

Largo Hybrid Tomato

MAIN CROP — 72 DAYS

Large Size Main Crop Yielder



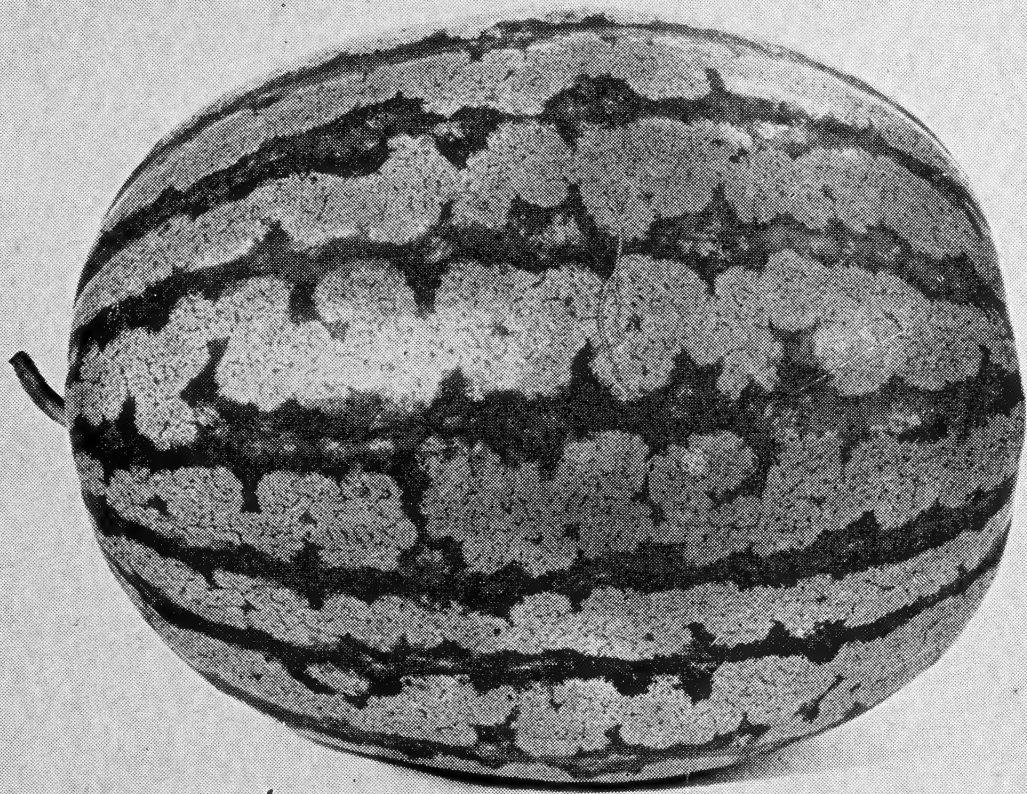
Widely adapted, even to areas where sunburning of tomatoes is severe. Good vine coverage. Very Strong F1 Hybrid Vigor. Our heaviest yielding Hybrid. Larger than Rutgers, outyielding it by over 50% in University conducted trials. Slightly earlier than Rutgers.

This is the hybrid for your home garden customers who want large fruit size and maximum yield combined with quality. Fruits are globular to slightly flattened, bright red, solid fleshed and excellent flavor. Resistant to Fusarium wilt. Produces heavily over a long period of time. Suitable for staking and trellising.

Hybrid Dixie Queen Watermelon

EARLY — 82 DAYS

Wilt Resistant



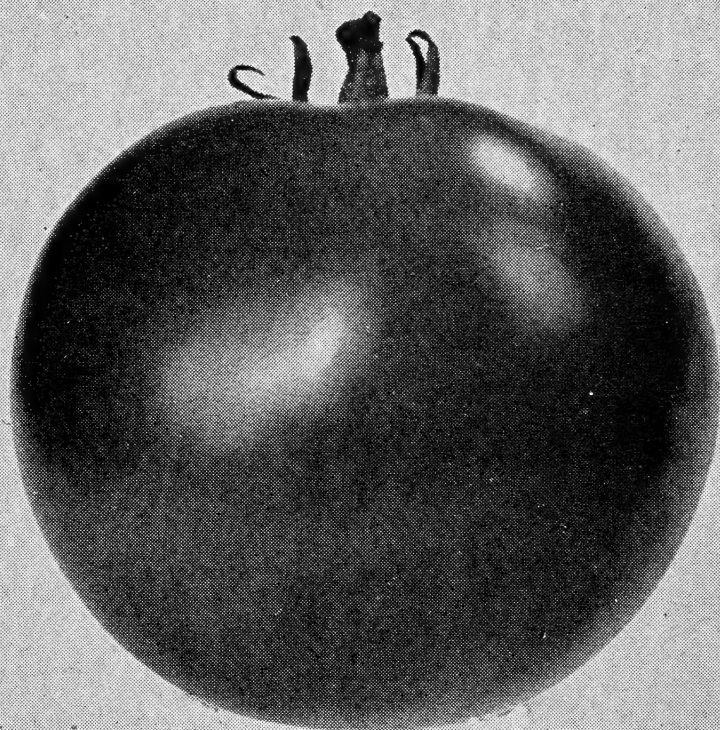
A true first generation Hybrid produced by hand controlled pollination; the cross of two carefully inbred and selected parent lines. Slightly earlier than regular Dixie Queen. Very uniform and vigorous growing. Strong resistance to fusarium the common wilt of watermelons. It produces from mid-August until frost.

Outstanding for its crisp, low fibre flesh, good strong watermelon flavor and for its excellent shipping and keeping quality. Very thin but extra tough rind, slightly darker in color compared to Dixie Queen. Fruit size 30 to 50 pounds. Seeds dark color.

Breeders' Hybrid Tomato

EARLY MIDSEASON—65 DAYS

For the Grower-Shipper



This great new Hybrid is rapidly replacing other varieties in coastal California shipping areas for green-wrap and ripe pack. Well adapted to all areas where Rutgers, Pearson, and Stokesdale are grown.

A recent SOUTHERN University trial showed BREEDERS highest yielder among 28 varieties tested, exceeding Stokesdale by 15 percent and Rutgers by 28 percent in yield.

A week earlier than Stokesdale, free of hard core and free from greenish jelly around seeds. Thick walls and solid flesh account for its surprising shipping quality. Average weight is close to 6 oz. and 85% of the pick is uniform deep globe shape. Very smooth around the shoulders, bright red color throughout, a fine flavor, good for canning.



A prolific bearer over a long period, with high percentage of marketable fruit.

Vines vigorous, indeterminate, can be poled.

Although primarily used by large acreage growers, it is equally adapted to home garden use.

Contract for Special Crops

Date_____195__

This is to certify that _____

Street_____ Postoffice_____ State_____

has placed an order for contract growing of seed, with the Peto-Hollar Co., as follows:

_____ lbs. Hybrid Cucumber—Early Surecrop	_____	@ \$ 25.00 per lb.
_____ lbs. Hybrid Watermelon—Dixie Queen	_____	@ \$ 15.00 per lb.
_____ lbs. Hybrid Tomato—Early Delicious	_____	@ \$ 200.00 per lb.
_____ lbs. Hybrid Tomato—Early Prolific	_____	@ \$ 200.00 per lb.
_____ lbs. Hybrid Tomato—Largo	_____	@ \$ 200.00 per lb.
_____ lbs. Hybrid Tomato—Breeders	_____	@ \$ 145.00 per lb.
_____ lbs. Hybrid Tomato of Parentage	_____ x _____	@ \$ _____ per lb.
_____ lbs. Hybrid Tomato of Parentage	_____ x _____	@ \$ _____ per lb.
_____ lbs. Hybrid Tomato of Parentage	_____ x _____	@ \$ _____ per lb.

This seed to be produced during the growing season of 1951, and delivered, in merchantable condition, as soon thereafter as possible. If germination of this seed falls below minimum set by law, the price is to be adjusted so that buyer only pays for the amount of seed at minimum germination rates, as set by law, contained therein.

TERMS: 11½% 10 days. Net 30 days after date of invoice. Prices F.O.B. Growing Station. Bags and insurance extra at value.

Signed_____ (Contracting Company)

Complying with the above order, we agree to plant sufficient plants and acreage to produce, under normal conditions, the specified amounts. We agree to exercise special care in all phases of production, and to protect the interests of the Contracting Company to the best of our ability.

Signed_____ (Grower)

PETO-HOLLAR warrants to the extent of the purchase price that seeds sold are as described on the container within recognized tolerances. Seller gives no other or further warranty, expressed or implied

